

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

1. (currently amended) A method for purchasing a consumer product comprising the steps of:

- (a) selling a consumer product in a package to a consumer at a point of purchase establishment;
- (b) instructing the consumer to retain the package after the consumer product has been consumed; and
- (c) providing a means for the consumer to have the package refilled with consumer product

wherein the product is sold at a sale price that includes a predetermined number refills.

2. (original) The method for purchasing a consumer product according to claim 1 wherein the consumer product is a cereal, shampoo, hair conditioner, beverage, cream or ointment, laundry detergent or fabric softener.

3. (original) The method for purchasing a consumer product according to claim 1 wherein the consumer product is a laundry detergent or fabric softener.

4. (original) The method for purchasing a consumer product according to claim 1 wherein the point of purchase establishment is a mini-mart, department store, club-store or supermarket.
5. (original) The method for purchasing a consumer product according to claim 1 wherein the package is a bottle, bag, sachet or box.
6. (original) The method for purchasing a consumer product according to claim 1 wherein the package is a bottle for carrying a laundry detergent or fabric softener.
7. (currently amended) The method for purchasing a consumer product according to claim 1 wherein the package is suitable to be refilled a predetermined number of times, the predetermined number of times being less than a number of times that causes stress fractures in the package.
8. (original) The method for purchasing a consumer product according to claim 1 wherein product is a flake, granule, tablet, powder, paste, slurry or liquid.
9. (original) The method for purchasing a consumer product according to claim 1 wherein the product is a liquid detergent or liquid fabric softener.
10. (original) The method for purchasing a consumer product according to claim 1 wherein the package has an information device and is refilled by being placed in association with a refilling device having an information detector for reading information about the product off of the information device.
11. (currently amended) The method for purchasing a consumer product according to claim 1 wherein the method satisfies the formula $P_O < P_T + (P_T)_{N'} N'$

where $P_O = P_T + (P_R)N$

P_O = original purchase price of a consumer product;

P_T = typical purchase price of a consumer product;

P_R = refill price;

N = a defined number of refills;

N' = a defined number of purchases; and

$N = N'$

and further wherein less environmental waste is generated and the consumer pays less money for the consumer product.

12. (original) The method for purchasing a consumer product according to claim 1 wherein the product is a laundry detergent concentrate.

13. (original) The method for purchasing a consumer product according to claim 1 wherein the product is a fabric softener concentrate.